



Social Media Guidelines

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1 Social Media Guidelines Initial Remarks

The subsequent record entails crucial principles for sharing information on social media platforms like Twitter and LinkedIn, concerning DENiM. Through social media, DENiM can expand its reach to a vast and specific audience, leading to greater impact and effective utilization of research findings. Additionally, social media can aid in increasing the community's size and securing supportive partners who can ultimately serve as amplifiers. The mission is to enhance the positioning of the DENiM, underscore the value it provides to its stakeholders, and amplify the reach of its initiatives on the social media accounts of the DENiM consortium.

Objectives:

- Guarantee that DENiM is prominently featured across all social media accounts belonging to project partners.
- Streamline the process for project partners to share information about DENiM on social media while ensuring consistency in messaging and project identity.
- Establish clear social media guidelines for the DENiM Consortium to follow when posting about the project on social media.

Initial indications:

To increase the visibility of DENiM's online presence, here are some suggestions for utilizing social media platforms effectively:

1. Regular posting: Regularly post content on social media to keep followers engaged and interested.
2. Hashtags: Incorporate relevant hashtags in posts to expand reach and attract new followers.
3. Engage with Followers: Respond to comments and messages to build a community and establish a relationship with followers.
4. Share Quality Content: Share high-quality content that is relevant to the brand and the target audience.
5. Analyze Performance: Use social media analytics to track post engagement and adjust strategies accordingly.

By following these guidelines, DENiM can enhance their online presence and reach a wider audience through social media.

DENiM project claims:

- DENiM develops an interoperable digital intelligence platform for industrial energy management.
- DENiM provides an integrated toolchain for advanced digital services.
- The toolchain includes secure edge connectivity, IoT, data analytics, digital twin, energy modelling, and automation.
- DENiM delivers continuous energy impact assessment, energy control, and optimization across production facilities, processes, and machines.
- DENiM identifies skills gaps and develops training to build competences for energy sustainability in smart manufacturing processes.
- DENiM considers data protection, legal, ethical, and energy policy perspectives in its technological developments and pilot site interventions.
- DENiM enables smart energy efficient decision-making within factories and across entire value chains.
- DENiM takes a holistic approach to energy efficient manufacturing systems management.
- DENiM considers the interactions between business, technology, infrastructure, and the workforce.
- DENiM facilitates the integration of energy efficiency into existing business processes through digitalization.
- DENiM aims to significantly reduce energy consumption and costs in diverse industrial sectors.

2 DENiM Social Media Profiles

DENiM maintains an active online presence across various social media platforms. Kindly ensure to mention and link DENiM's profile when sharing updates about the project:



[Link profile](#) Group: DENiM Project

Description: A social platform designed for professionals, it provides the opportunity to share content and network with other professionals through groups and established communities focused on specific topics.

Target: Industrial community



[Link profile](#) Tag: @DENiM_fof

Description: The objective of this profile is to share brief comments, make announcements that can quickly reach a vast audience, or reshare pertinent content through retweets. Its use will be focused on broadcasting relevant DENiM news, meetings, events, and partners activity.

Target: All



[Link profile](#) Channel: DENiM Project

Description: Using YouTube to upload a presentation video about the project is an effective way to share information and raise awareness. With the ability to reach a wide audience through short and engaging video clips, YouTube can help to promote the DENiM project and communicate its goals and benefits effectively.

Target: All



[Link profile](#) Project: DENiM Project

Description: This network is interesting to use because it provides a space for researchers to connect with each other, share research ideas, and find potential collaborators.

Target: Scientific community, Students/life-long education programs participant



[DENiM website](https://www.denim-fof.eu)

Description: The DENiM website offers a comprehensive range of information about the project, including details about the consortium, media resources, news updates, and project-related information. Visitors to the website can access a wealth of resources and stay informed about the latest developments and progress of the DENiM project.

3 Social Media wide exposure

With the aim to make DENiM's post and information through the web more visible, afterward there are some hints to regularly use in order to use smartly the social media where a DENiM profile is present:

1. Follow the page: By following the page, you'll be able to see their content on your timeline and receive updates on their latest posts.
2. Like, comment, and share their posts: Engage with their content by liking and commenting on their posts. This will help increase the visibility of their posts and encourage others to engage with them as well. Sharing their posts with your own followers can also help increase their reach.
 - Try to interact with every DENiM post you see, if it is a news or a communication, please leave a like or a comment, if it is an event share it with you community.
3. Tag or mention the page in your own posts: If you have something relevant to share, consider tagging or mentioning the page in your own posts. This can help increase their visibility to your own followers.
 - If one of your posts is going to be about the project, please always remember to mention DENiM (referring to the social tag in question) and put at least one hashtag related to the project (see page X)
4. Recommend the page to others: Consider recommending it to your own followers or sharing it in relevant online communities.
5. Collaborate with the page: This can help increase both of your reach and visibility.

Supporting a DENiM's pages on social media platforms such as LinkedIn and Twitter is crucial for spreading the word about the project and helps to reach a wider audience and engage with potential supporters.

Likes are a simple way to show the support for the project, if there is not time to comment or share, a like can still help to boost the post's visibility on the platform.

Shares are perhaps the most powerful form of engagement on social media, it can help to increase the reach and attract new followers who may not have heard about your project otherwise.

4 EU-Hashtags, Mentions and Banner

DENiM hashtags:

As per the European Commission's recommendation, it is considered a best practice for beneficiaries of H2020 projects to actively participate in communication and dissemination campaigns initiated by the institution. Utilizing the Commission's social media platforms can aid in expanding our reach by sharing our posts with a larger audience.

#DENiM #H2020 #energyefficiency #community #Horizon2020 #h2020energy #EUProjects H2020EnerMan #H2020 #smartmanufacturing #EngineInititives #EnergyManagement #EU_H2020

Use the following project claims and hashtags as a reference or source of inspiration when creating posts about DENiM. While there's no need to use all of them in one go, try to find ways to integrate them into your messages and come up with unique ways to reference them.

As an example, Twitter allows a maximum of 30 hashtags in a single tweet. However, using too many hashtags can make your tweet look spammy and decrease engagement. It's recommended to use only a few relevant hashtags per tweet, usually between 1-3, to avoid overwhelming your followers and to increase the likelihood of your tweet being discovered by the right audience, instead LinkedIn allows a maximum of 5 hashtags per post, also in this case it's recommended to use 1-3 relevant hashtags to avoid overcrowding your post.

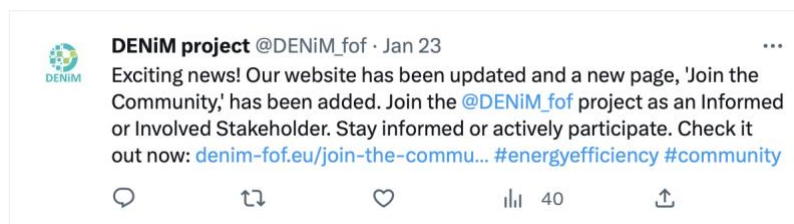


Figure 1: Twitter's post example

Mentions:

The European Commission and Horizon 2020 should be tagged whenever possible.

@EU_H2020

In addition, for every social media such as LinkedIn and Twitter there are different profile's mentions to recall DENiM (see page 5).

In order to mention a DENiM profile in each of his social media (LinkedIn, Twitter, YouTube and ResearchGate) you just need to type the "@" symbol followed his name.

It's important to use mentions strategically and only tag users or companies that are relevant to your post, as excessive tagging can come across as spammy and turn off your audience.

Banner

Below there is an example o banner that you can use in your LinkedIn and Twitter post to promote DENiM on social media.

